

Message Text

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AMCONSUL ZAGREB

UNCLAS BELGRADE 6221

E.O. 11652: N/A

TAGS: BEXP, YO

SUBJ: U.S. WOODWORKING AND TIMBER EQUIPMENT EXHIBITION

ZAGREB 1975 SPRING FAIR

REF: COHEN/MODDERNO TELECON, DEC 6, 1974

FOR BERYL COHEN, OMB/BIC

1. EMBOFF VISITED YUGOSLAV WOODWORKING INDUSTRIES ASSO-
CIATION TO DISCUSS PRODUCTS TO BE EXHIBITED AT U.S.
PAVILLION. ASSOCIATION HAD FOLLOWING REACTION TO THESE
PRODUCTS:

A) KITCHEN CABINET PRODUCTION LINE

YUGOSLAVIA HAS FOUR (04) PRODUCERS OF SURFACED
CHIPBORAD, THREE (03) PRODUCERS OF SURFACED
PLYWOOD, AND NINETEEN (19) MANUFACTURERS OF
KITCHEN FURNITURE. ASSOCIATION WAS INITIALLY
ENTHUSIASTIC ABOUT THIS EQUIPMENT, BUT REQUESTED TIME
TO POLL SEVERAL OF THEIR MEMBERS BEFORE GIVING FINAL
RECOMMENDATION. EMBASSY WILL FORWARD
THIS INFO AS SOON
AS IT IS AVAILABLE.

B) MASSOSOIT UPHOLSTERY EQUIPMENT

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ASSOCIATION WAS VERY ENTHUSIASTIC ABOUT THIS

PRODUCT, WHICH THEY SAID IS UNKNOWN HERE.

C) ABRASIVES AND AIR EQUIPMENT CO. (AAE) SANDERS

CONTACT STATED YUGOSLAV MANUFACTURERS DO NOT REPEAT SAND MOLDINGS, AND WAS DUBIOUS WHETHER AAE EQUIPMENT WOULD SELL HERE. ALSO BELIEVED EQUIPMENT IS VERY EXPENSIVE.

D) NAILCO PRODUCTS, INC. AND ADHESIVE MACHINERY CORP. SIMILAR PRODUCTS FROM WEST GERMAN AND ITALIAN FIRMS ARE AVAILABLE HERE. CONTACT THOUGHT YUGOSLAV FIRMS WOULD BE VERY INTERESTED IN SEEING U.S. EQUIPMENT.

2. ASSOCIATION WAS VERY ENTHUSIASTIC ABOUT U.S. EXHIBIT AND INDICATED U.S. FIRMS WOULD FIND GOOD MARKET HERE, DUE TO THE IMPORTANCE OF U.S. FURNITURE MARKET TO YUGOSLAV WOODWORKING INDUSTRY.

3. ASSOCIATION RECOMMENDED AN EXTENSIVE CAMPAIGN OF BLUE-RIBBON CALLS BEFORE EXHIBIT OPENING AND URGED VISITS TO FOLLOWING FIRMS: SIPAD, SARAJEVO; TRESKA, SKOPJE; MAKEDONIJA-DRVO, SKOPJE; DRVOIMPEX, TITOGRAĐ; EXPORT-DRVO, ZAGREB; WOOD INDUSTRY TRADE ASSOCIATION, ZAGREB; TIMBER INDUSTRY TRADE ASSOCIATION, ZAGREB; DRVO, RIJEKA; SLOVENIJALES, LJUBLJANA; UNILES, LJUBLJANA; LESNINA, LJUBLJANA; TIMBER INDUSTRY TRADE ASSOCIATION, LJUBLJANA; JUGODRVO, BELGRADE; WOOD INDUSTRY TRADE ASSOCIATION, BELGRADE.

4. IN PREPARING FOR EXHIBIT, COMMERCE SHOULD OBTAIN SUFFICIENT PROMOTIONAL LITERATURE FROM EACH PARTICIPANT SO THAT FULL SET CAN BE PRESENTED TO EACH KEY PROSPECT.
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